

DSC-W350/P

Cyber-shot® Digital Still Camera

NEW

The DSC-W350 captures images with amazing detail with its Carl Zeiss® 26mm equivalent wide angle 4x zoom lens. Take breathtaking panoramas in Sweep panorama mode and review them on a 2.7" LCD¹. Record 720p high definition movies⁹ while Optical SteadyShot™ image stabilization, iAuto and Face Motion Detection makes taking great images in various conditions easy.¹⁰

SONY ALPHA



Carl Zeiss
Vario-Tessar

OPTICAL
SteadyShot



Sweep Panorama



Face Detection



iAuto



iSCN Intelligent Scene Recognition



Smile Shutter



ISO 3200



HDMI



PMB Picture Motion Browser



PMB Portable

- 14.1 Megapixel Super HAD™ CCD Image Sensor
A powerful 14.1 megapixel 1/2.3" Super HAD™ CCD image sensor helps you capture gorgeous images with superb contrast and clarity down to the finest detail. With 14.1 megapixels, you can create stunning, photo-quality prints up to A3+ (13x19") size, or crop your images and still come away with high resolution shots.

- Carl Zeiss® Vario-Tessar® Lens with 4x Optical Zoom and 26mm equivalent wide angle
The professional-quality Carl Zeiss® Vario-Tessar® 4x optical zoom lens brings distant subjects closer for great outdoor, sports, and travel photos. Thanks to 26mm equivalent of this lens you can also get great group shots in tight spots.

- 2.7" Clear Photo LCD™ display (230k pixels)
Generous 2.7" (230K pixels) Clear Photo LCD™ display features sharp, natural color that makes it easy to compose shots, read menus, and view photos, even in bright sunlight.

- Sweep Panorama mode
Reach beyond the traditional wide angle lens, and capture more breathtaking shots with Sweep Panorama Mode. Simply press the shutter button and sweep the camera in the desired direction and the camera continuously shoots at a high speed, then seamlessly stitches the images together with automatic position adjustment to create one stunning panoramic image. Available in wide and ultra-wide options, the camera can take panoramic shots of up to 268 degrees. Now capturing wide landscapes is as easy as press and sweep.

- 720p MP4 HD Movie Mode⁹
In 720p MP4 movie mode the camera shoots 1280 x 720 high definition movies at 30 fps, which is the format when working with a PC. Users will create high quality movies with full use of optical zoom in their Cyber-shot® DSCs in files small enough to transfer to compatible PC or Mac®. Once transferred to your computer you can effortlessly upload your media to popular photo and video-sharing websites such as Photobucket® and YouTube™. (Compatible computer with internet capability required)

- Self-Portrait Timer
Self-Portrait Timer helps take the guesswork out of self portraits by utilizing Face Detection technology to recognize when your face enters the frame. Once the camera detects your face, it triggers a 2-second timer, and then snaps a picture.

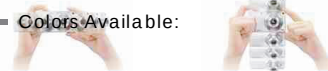
- BIONZ™ Image Processor
The BIONZ™ image processor delivers the high resolution and fast performance you expect from a Sony® digital camera. Fast processing enables Sony's unique feature of Sweep Panorama to take and combine multiple images in less than a second to create wide panoramic images. Images have reduced grain and appear less washed out.

- Intelligent Auto Mode:
Unlike traditional auto mode, Intelligent Auto (iAuto) mode thinks for you, recognizing scenes, lighting conditions, faces, and adjusts settings resulting clear images, faces with natural skin tone and less blur. Take advantage of all the technology without leaving Auto mode. Take a picture from a kid on the playground, to landscape shots, to a beautiful flower or an indoor birthday party. All clear images without leaving auto mode.

- Intelligent Scene Recognition (iSCN) Mode
Intelligent Scene Recognition (iSCN) Mode automatically detects eight different types of scenes and, within just 1/30th of a second, selects the appropriate camera settings: Backlight, Backlight Portrait, Twilight, Twilight Portrait, Twilight using a tripod, Portrait, Landscape, and Macro. iSCN has two modes: Auto and Advanced. In Auto Mode, the camera takes a single shot using the optimal settings. In Advanced Mode, the camera takes a photo with the optimal settings and, if in difficult lighting (low light or back light) immediately takes a second photo with another optimized setting so you can choose which to keep.
- Optical SteadyShot™ image stabilization
Optical SteadyShot™ image stabilization uses a built-in gyro sensor to detect camera shake and automatically compensates to help prevent blur without sacrificing image quality.
- Face Detection technology
Sony's Face Detection technology can automatically distinguish between children and adults. Face Detection technology detects up to eight individual faces and adjusts focus, exposure, and white balance to help deliver crisp, properly lit images of family and friends.
- Motion Detection
Motion Detection, along with Face Motion Detection adjusts ISO sensitivity and increases the shutter speed when movement is detected, reducing blur in moving subjects and faces.

ADDITIONAL FEATURES

- Anti-blink Function
- Smile Shutter™ technology
- Easy Shooting Mode
- Dynamic Range Optimizer Standard and Plus
- Intelligent AF
- Viewing modes
- Function Guide
- In-Camera Retouching Tools
- PHOTOMUSIC
- Lithium-ion battery
- Media Card Slot
- PhotoTV HD
- Includes Sony® PMB (Picture Motion Browser) Software ver. 5.0
- Includes Sony® PMBP (Picture Motion Browser Portable) software³
- Colors Available:



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Specifications

Convenience Features

Power Save Mode: Standard / Stamina / Off
Date/Time Stamp: Available in the included PMB software.
Media/Battery Indicator: Yes/Yes
Red-Eye Reduction: Auto / On / Off
Erase/Protect: Yes / Yes

LCD Display

Histogram: No
LCD Type: 2.7" Clear Photo LCD (230K pixels)

Flash

Flash Coverage: ISO Auto: Approx.0.2'-Approx.3.8m (Approx.0.66'-Approx.12.5')(W) / Approx.0.6'-Approx.1.9m (Approx.1.97'-Approx.6.23')(T),
ISO3200: up to Approx.7.9m (Approx.25.9')(W) / Approx.3.9m (Approx.12.8')(T)

Flash Modes: Auto / On / Slow Syncro / Off

Viewfinder

Type: No

Optics/Lens

Aperture: iAuto(F2.7/F8.0(W) / Program Auto (F2.7/F8.0(W) (2 steps with ND Filter)

Smart Zoom® Technology: 10M:Approx.4.7x (Total),
5M:Approx.6.7x(Total),
VGA:Approx.27x(Total),
16:9(2M):Approx.9.0x(Total)

Digital Zoom: Smart Zoom / Precision Digital Zoom / Off

Optical Zoom: 4x

Macro Mode: iAuto W:Approx.4cm(0.13") to Infinity, T:Approx.60cm(1.97") to Infinity)

Total Zoom: Approximately 8x with Precision Digital Zoom

Focal Length (35mm equivalent): 4.7-18.8mm

Lens Construction: 6 elements in 5 groups (including 3 aspheric elements)

Lens Type: Carl Zeiss® Vario-Tessar®

Power

Battery Type: LITHIUM ION N type 3.6V

Battery Capacity: Approx. 120 minutes / Approx. 240 images (when shooting still images)

Power Consumption (in Operation): Approx. 1.0W

Software

Supplied Software: Picture Motion Browser Ver 5.0, PMB Portable 5.0 (for Windows), PMB Portable 1.1 (for Macintosh), Music Transfer

Operating System Compatibility: Microsoft® Windows XP SP3, Windows Vista SP2, Windows 7, Macintosh® OS X(v10.4-v10.6)

Advanced Features

Image Stabilization: Optical
In-Camera Editing: Trimming / Red Eye Correction / Unsharp Masking

NightFraming System: No

Face Detection: 8 faces (Auto / Off / Child Priority / Adult Priority)

NightShot® Infrared System: No

Drive System

Burst Mode: Approx. 1.45 fps at 14.1MP (Maximum 100 shots)

Drive Mode: Normal / Burst

Self-timer: Off / 10sec. / 2sec. / portrait1 / portrait2

Shutter Speeds: iAuto(2" - 1/1,600) / Program Auto(1" - 1/1,600)

Interface

PictBridge Compatible: Yes

TransferJet: No

HD Output: Component (1080i)

SD Output: Yes

USB Port(s): Yes - USB2.0 Hi-Speed

Imaging Sensor

Processor: BIONZ™

Imaging Sensor: 1/2.3" (7.76mm) Super HAD CCD Sensor

Exposure System

D-Range Optimizer: Plus / Standard / Off

ISO: Auto / 80 / 100 / 200 / 400 / 800 / 1600 / 3200

Metering: Yes

Noise Reduction: Yes

Scene Mode(s): High Sensitivity / Twilight / Twilight Portrait / Soft Snap / Landscape / Beach / Snow / Underwater / Gourmet / Pet

White Balance Mode: Auto / Daylight / Cloudy / Fluorescent 1 (White Fluorescent Lighting) / Fluorescent 2 (Natural White Fluorescent Lighting) / Fluorescent 3 (Day White Fluorescent Lighting) / Incandescent / Flash / One Push.

Recording

Media Type: 45MB internal Flash Memory, optional Memory Stick Duo™ Media, optional Memory Stick PRO Duo™ Media, optional Memory Stick PRO Duo™ (High Speed), optional Memory Stick PRO HG-Duo™, optional SD/SDHC/SDXC media¹¹

Microphone/Speaker: Mono / Mono

Still Image Max Effective Resolution: Aprox. 14.1Megapixels

Video Resolution: 1280 x 720(29.97fps, Progressive) (Approx.9/6Mbps) / VGA (640 x 480) (29.97fps, Progressive) (Approx.3Mbps)

Focus Control

AF Illuminator: Auto / Off

AF Modes: 9 points AF / Center Weighted AF / Spot AF

Dimensions

Weight: Body: Approx. 3.5oz. (100g), With battery and Memory Stick Media Approx. 4.1 oz. (117g)

Measurements: W x H x D 3 5/8" x 2 1/8" x 1 1/16" (90.7mm x 51.5mm x 16.7mm)

Service and Warranty Information

Limited Warranty Term: 1 Year Parts & Labor

Supplied Accessories

Rechargeable Battery Pack (NP-BN1)
Battery Charger
Multi Connector Cable (A/V, USB)
Wrist Strap
CD-ROM Software

Optional Accessories

Accessory Kit (ACC-CLGB)
Rechargeable Lithium-Ion Battery (NP-BN1)
GPS Unit Kit (GPS-CS3KA)
Memory Stick PRO Duo™ Media (MSX-512S)
Memory Stick PRO Duo™ Media (MSX-1GS)
Memory Stick PRO Duo™ Media (MS-MT2G)
Memory Stick PRO Duo™ Media (MS-MT4G)
Memory Stick PRO Duo™ Media (MS-MT8G)
Memory Stick PRO Duo™ Media (MS-MT16G)
Memory Stick PRO Duo™ Media (MS-MT32G)
Memory Stick Duo™ Adaptor (MSAC-M2)

Color: Pink

UPC Code: 027242779341

1. Viewable area, measured diagonally
2. PMB requires Microsoft® Windows® XP SP3 / Windows Vista® SP2/Windows 7. Not supported by Mac® OS.
3. PMB Portable for Windows is pre-loaded. PMB Portable for Mac is available at www.eSupport.sony.com. PMB Portable requires USB cable (included) and PC with internet connectivity. 64-bit environments not supported
4. Uploading directly to the web requires PMB Portable software and USB cable (included), and PC with internet connectivity (not included). PMB Portable for Mac is available at www.eSupport.sony.com. 64-bit environments not supported.
5. Requires compatible wireless access point(s). Some features may rely on internet services.
6. When fully charged. Actual results may vary based on product settings, usage patterns and environmental conditions.
7. Compatible BRAVIA® HDTV, and HDMI™ or component cable (sold separately) required for PhotoTV HD viewing. Specifications for BRAVIA HDTV shown vary according to market region.
8. Four preset music tracks stored in internal memory. Imported music tracks can be up to five minutes long. When using Music Transfer to download music, tracks longer than five minutes will be reduced to five minutes when uploading to the Cyber-shot® camera.
9. Movie recording is limited to (29min segments for MP4 up to 12Mbps 1440x1080/30p) (and) (10 minute segments for AVCHD up to 16Mbps 1920x1080/60i.)
10. HD Viewing requires an HD output adapter cable (VMC-MHC1) and compatible HDTV, both sold separately.
11. When using movie mode Memory Stick PRO Duo with MARK2 logo, Memory Stick PRO-HG, Class 4 or higher for SD/SDHC/SDXC media are recommended.

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